

## CONSIDER BRUCE ISMAY! WILL HE RUN AWAY?

Consider Bruce Ismay, ship owner, multi-millionaire, and coward!

On that awful moment when it



Joseph Bruce Ismay.

was known that the great Titanic, man's proudest triumph of shipbuilding, was doomed to go to the bottom, the MEN aboard her stood aside to give the women first chance of life.

The MEN stood aside. But Bruce Ismay did not. He was one of the first in the boats—among the women and the children, the helpless ones whose right to life lies in their helplessness.

And he was part owner of this ship that was to carry 1,500 living souls to death in the icy waters of the Great Banks. He was responsible for the building of the Titanic. He was responsible for the rate at which the Titanic was being forged ahead through the dangerous, ice-strewn seas.

The captain of the ship went down with his vessel, according to the inexorable law of the sea.

But Bruce Ismay, the owner, who was over the captain, was among the first in the boats.

The White Star officials have tried to explain this, and have made a pitiful mess of doing so. They say Ismay had to go so there would be someone in authority over the boats.

How could Ismay take charge of the boats? What did Ismay know of the angry sea, of the proper precautions, of navigation, that would make him more than a burden in the boats?

There were officers of the Titanic, men who knew what was needed, to take charge of the lifeboat fleet.

And now, Ismay the coward is going to run away. It is reported that he has sent a wireless from the Carpathia to the Cedric of the White Star line. The Cedric soon is to start for England.

Ismay's wireless orders the captain of the Cedric to wait in lower New York bay until he, Ismay, shall have been transferred from the Carpathia to the Cedric and be able to go direct to England.

His excuse, it is understood, is